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TO: Peter Henriques

DATE: October 8, 1990

FROM: Doron Stern 

SUBJECT: Next de-Nic Test Market Tracking - Week 14

The following summarizes the topline results from the tracking study conducted for Next De-Nic in Tampa. Approximately 500 interviews were conducted 14 weeks after advertising was introduced. Please note that the results are now presented on a monthly basis given the larger sample it provides.

Study findings indicate that awareness, trial and purchase of Next De-Nic have not improved since month 2. Additionally, no regular Next smokers have been converted in this period. Compared to Hartford, the Next performance in Tampa is flat on all key measurements except for trial, where it generates a lower level.

A comprehensive analysis of data gathered from Tampa will be issued following the next wave of tracking (week 16).

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